



THE WORK LIFE CONFLICT OF MALAYSIA AIRLINES CALL CENTRE STAFF

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ABSTRACT

This paper presents the result of a study undertaken to understand the work life conflict of Malaysia Airlines call centre staff. Primary data was collected through questionnaire survey done by a sample of 139 staff of Malaysia Airlines call centre and analyzed. Work life conflict is an important issue for the call centre staff. The heavy reliance upon technology and uncertainty working hours, in particular are subject to the work life conflict. The finding of the study may have further implications for the industry and the society.

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1.0 INTRODUCTION

The development of computer and information technology is perhaps one of the most dominating factors in the ever changing working life today. The 1990's saw a rapid computerization of working life and the number of computer workers is continuously increasing. The use of call centre to handle various aspects of customers' relationship management continues to grow rapidly.

Call centre provide both customer service and sales opportunities through telemarketing to the public. Many firms rely on call centre to address customer concerns about billing issues, product or service provided and product information. While the call centre is increasingly known as valuable resources for firms in managing customers relationships, it has also developed a reputation as a stressful work environment and high risk of suffering from work life conflict.

This paper is a study on the work life conflict of Malaysia Airlines call centre staff. Malaysia Airlines call centre are globally competitive and staff are seeing an increased level of stress and conflict between their personal and professional roles just like any other person around the globe. If an organization has too many negative work life conflicts between employees and management, it is very dangerous for its long term performance said Beaugard and Henry (2009). Prolonged association with conflict and stress can have a negative impact on the workers and their organizational performance said Gaza and Hoel (2003). Therefore, it is understandable why there have been numerous studies carried out in this topic. For example: Higgins and Duxbury (2003); Schmidt (2011); and Bashir and

2.0 LITERATURE REVIEW

The work life conflict is one of the outcomes of stress. The employees having high level of job stress generally tend to have low performance. In a study, males were found to be more affected by stress than females that increased the chances of reducing job performance greatly as per mention by Kazmi, Amjad and Khan (2007).

Most study has found mixed results while exploring the impact of gender on work life conflict. Malik, Saleem and Ahmad (2010) noted no significant difference between male and female employees in balancing their work and life activities. It means that male and female experience work life conflict with the same intensity and manner. Some study found that gender has no significant effect on work life conflict while others have categorically argued that gender does play an important role, with female employees experiencing greater work life conflict than male employees said Lyness and Kropf (2005) and Biggs and Brough (2005).

In the context of Information Technology (IT) sector, Quesenberry (2006) argued that women experience higher work life conflict since they need to balance domestic responsibilities while trying to keep pace with a rapidly changing field. Lo (2003) found that female professionals faced more work life conflict due to long working hours. Research conducted by Dyne, Jehn and Cummings (2002) suggested that gender was not correlated with work strain and home strain faced by these service provider.

Noor and Maad (2008) examined the relationship between work life conflicts, stress and turnover intentions among 300 marketing executives in Pakistan. The researchers found that work life conflict and stress have positive relationship with turnover intentions. It is a clear indication that the employees intended to leave the organization may not feel